

FINE NEW PLANS FOR PEERLESS SERVICE

New Building in Charge of Factory Expert Is Splendidly Equipped.

What is the largest fireproof service station on one floor has been formally opened in the large fireproof concrete building at 642 West Fifty-seventh street, near Twelfth avenue, by the Van Cortlandt National Corporation, metropolitan distributors for the Peerless eight cylinder cars and trucks.

This building, which was erected specially by the Fred L. Lay Company for a Peerless service station, has a frontage of floor space on the street floor allowing Peerless owners to drive in and out by separate doors without annoying delays or recourse to ramps or elevators.

This service station could better be called the daylight station, as the sun and daylight stream in and illuminate it on two sides, while myriads of skylights compose the roof. For the benefit of Peerless owners there is a large customers' waiting room, with all conveniences. The general offices of the company, the employees' sanitary bathing and wash rooms and all departments are located on the street floor.

The mechanical department, which is under the direction of Capt. Edward H. Fagan, comprises sixty-five of the best automobile mechanics in the city, many of them factory experts. This department includes a general repair shop, a blacksmith shop containing 2,500 square feet, well equipped with every appliance that modern automobile blacksmithing requires, a machine shop, a stock room with over 250,000 square feet of bin area and containing 240,000 worth of parts for Peerless cars and trucks manufactured during the existence of the Peerless company has been in business.

Edward H. Fagan, who has been appointed superintendent of the Peerless service station, has been connected with the Peerless Motor Car Company of Cleveland for the last thirteen years, having been a factory inspector, field inspector and a final inspector, and in the performance of his duty having travelled all over the United States and Canada. In 1908 he was sent to Europe by the Peerless company and has had an active part in the completion, durability and refinement of the Peerless new model 86 "Eight." No better fitted man could have been picked to attend to the service end of the Peerless product here.

WISNER JOINS COLT-STROTTON.

Will Handle Newly Formed Commercial Car Department.

The establishment of a commercial department by Colt-Stratton Company adds another name to the list of prominent New York dealers in passenger cars who have recently added a truck department to their present organization.

A. H. Wisner, manager of the department, comes to Colt-Stratton Company with a considerable experience in this line. During 1917 he was manager of the Willys-Overland commercial department, and subsequently the Willys branch. More recently he represented in New York the Service Motor Truck Company of Wabash, Ind.

Besides Dodge Bros. half-ton commercial car for retail delivery use, a one and a half-ton truck and a three and a five-ton tractor are being shown by this company. In both truck and tractor are combined Dodge Bros. power plant with the torbenen internal gear drive rear axle. In the sale of commercial cars Colt-Stratton Company expect to duplicate the success they have met with in the sale of Dodge Bros. passenger cars.

U. S. RUBBER CO. BUYS PLANT.

Gets Old Factory of American Locomotive Company.

The United States Rubber Company purchased yesterday the plant of the American Locomotive Company at Providence, R. I. It is understood that the purchase price was something under half a million dollars. The property consists of about ten acres of land, with extensive buildings, centrally located in the city of Providence, and adjoins the Revere tire plant of the United States Rubber Company. The Locomotive company had no further use for the plant, having abandoned their automobile business.

President Colt states that it is the intention of the United States Rubber Company to immediately equip the principal buildings, which are well adapted for the purpose, for the extension of their manufacture of truck tires, thereby largely increasing their production of large sized tires, both solid and pneumatic, the demand for which has been greatly augmented in consequence of the war. One of the buildings will probably be used for the manufacture of balloons for the United States Government.

TRIBUTE TO AMERICAN TIRES.

Records Show They Stand Up at War Front.

"Although Gen. Pershing has asked for 7,000 skilled automobile repair men, only 120 of these are specified as vulcanizers and experts," comments A. G. Partridge, general sales manager of the Firestone Tire and Rubber Company of Akron, Ohio.

"This small percentage—only 1.7 to the hundred—is a high tribute to the builders of modern passenger car and motor truck tires. It is proof that even the grueling work of rushing munitions to the front line trenches, of literally dashing through barrage fire with a load of wounded, of meeting shell craters, devastated roads, wrecked bridges and the like as a matter of course, cannot make American made tires quit.

"And this is all the more noteworthy when one considers the high development of vulcanizers in modern warfare. It is no longer a case of 'off with the old, on with the new' when a tire, a rifle, a hat, or even a shoe is concerned. It is instead 'have everything you can'.

"These tire experts are being recruited to rejuvenate the thousands of tires worn out in the strenuous service of the world war. I regard it as one of the highest tributes to American manufacture and American ideals of quality that so few are demanded."

FINE NEW SERVICE STATION.

Kaufmann-Morris Co. Take Floor in New Building.

The Kaufmann-Morris Company, Inc., well known contributors of Nash and Premier cars, have established a fine new service station on the third floor of the Hollander Building, at 433 West Fifty-fifth street. Here they are able to take care of both passenger car and truck repairs and adjustments. The fourth floor of their building at Broadway and Fifty-seventh street, where their service station used to be located, will be used as an auxiliary showroom for passenger cars and trucks. They are ready now to make immediate deliveries from this building.

This G. V. Electric Has a Sweet Job.



One of the interesting G. V. Electrics in Boston is the five-ton molasses truck illustrated above. This truck works twenty-four hours per day hauling molasses, making eleven round trips of nine miles each, or ninety-nine miles per day.

The tank holds 1,000 gallons, so the amount of molasses moved per week exceeds 60,000 gallons.

RESIGN FROM COMPANY.

Freelich and Mansbach Leave Times Square Co.

Morris Freelich and Louis Mansbach, president and treasurer respectively of the Times Square Auto Supply Company, who founded it and who have been associated with it in their late capacities for fifteen years, announce their resignations from the company. Both Mr. Freelich and Mr. Mansbach are exceptionally well known in automobile circles throughout the United States. It was under their direction that the Times Square company established twenty branches in an equal number of the leading cities of the country. They are, therefore, the originators of the automobile accessory chain trade stores.

Mr. Freelich and Mr. Mansbach had the foresight to realize that although the motor car was a luxury in the pioneer days it would not long remain so, and the stores which they started did a record business. Messrs. Freelich and Mansbach state that they will have an important announcement to make to the trade very soon.

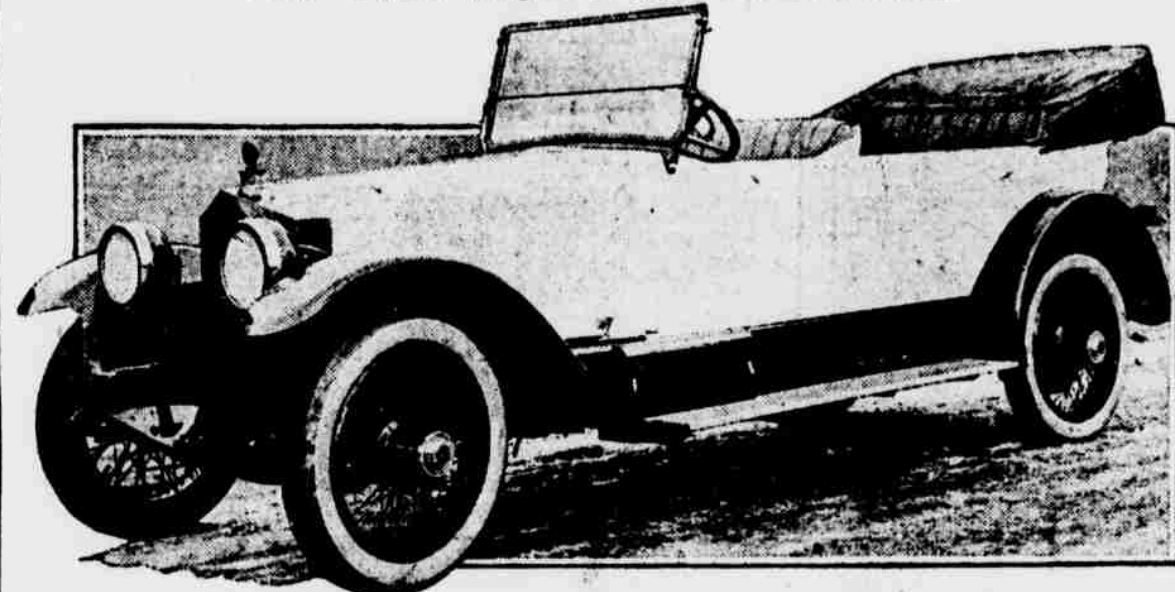
DRIVE STUTZ CAR OVER ROAD.

Parkinson and Others Bring Them Over Rapidly.

William Parkinson, the local Stutz dealer, took four men to Indianapolis a week ago Thursday and the party drove five Stutz touring cars back to New York, arriving here Monday.

They drove over the old National Pike through Columbus, Wheeling, Uniontown, Cumberland, Hagerstown, Baltimore and Philadelphia. The cars averaged 160 miles a day. One day it took them fourteen hours to go thirty miles.

New Owen Magnetic Has Great Power.



With 80 per cent. more power and no greater gasoline consumption than last year's car the new Owen Magnetic proved its right last week in a demonstration on well known hills in the upper part of the city, to be ranked with the most powerful cars in the country. The snap and dash and hill climbing ability of this bigger engine car with the well known Owen transmission was revealed by E. S. Partridge and Fred Titus of the local organization in a special trip through parts of the city where many car owners find problems of power that worry them.

There were no problems for the Owen Magnetic driver. The car seemed to find the stiff grades, bad turns and traffic to its liking, and sported where

some others struggled and gambled, where not a few gave up. It was all very smooth and easy and convincing. The swift and positive action of the magnetic brake, requiring only the shifting of the lever on the wheel from the high position to neutral, brought the car to a stop in half a block from forty miles an hour without locking the wheels. A steadily increased application of power, sent the car from a standing start at the foot of the worst hills, to a speed of thirty-five miles an hour going over the top, and it all required only the movement of the same lever on the wheel a few inches.

And how that engine took hold of the job! It never stopped to reason why for an instant, but delivered its horse-power so steadily and surely that the car

gained momentum even when there were bad "humps" to get over on the way up. One found exhilaration and extreme satisfaction in the apparent enthusiastic determination of the mechanism to do its work well. The 147th street, Nudnet, lines are more or less congested, trains have been taken off and railroad service cannot be relied upon. Motor and passenger car transportation is therefore more essential than ever, and it will continue to be so regardless of whether the mauling bee is over in six months or six years from now.

"Clear in mind the automobiles today are used for practical purposes and are put to heavy strains, and for that reason cars must be built to hold up under the wear and tear which they receive."

SHAKE HANDS ON RECIPROCITY PLAN

This State and Jersey Reach Understanding on Interstate Trucking.

The New Jersey Motor Truck Club of Newark is now able to announce the happy solution of the motor truck reciprocity controversy between New York and New Jersey with regard to trucks owned by corporations of one State doing business in the other. The controversy arose over a truck owned by E. W. McClave & Son of Harrison, a member of the Motor Truck Club, being held up in New York city on April 11, 1917, and warned that if the company again sent a truck to New York the driver would be arrested and fined.

The McClave concern protested to Motor Vehicle Commissioner Dill of New Jersey, and when the latter took the matter up with Secretary of State Hugo of New York the latter informed him New York did not extend reciprocity to trucks owned by a "foreign corporation" doing business in New York, as it didn't come under the provisions of the New York reciprocity act. Commissioner Dill of New Jersey tried to bring the matter up with Secretary of State Dill of New Jersey, but failed to get the ban on New York trucks owned by corporations coming into New Jersey removed. This brought the matter to a head, as there were about fourteen New York trucks coming to New Jersey against one Jersey truck going to New York, and New Yorkers protested loudly. Secretary of State Hugo was appealed to, and finally, on March 5, he addressed the following communication to Commissioner Dill of New Jersey:

"New Jersey motor vehicles doing business in the State of New York are privileged to fifteen days reciprocity without the necessity of registering with this department."

He also included the following copy of a letter which he sent to the Automobile Bureau of New York city:

"In reference to reciprocal relations with New Jersey, New Jersey corporations are not doing business in New York by merely occasionally sending their motor vehicles into New York. Such corporations are entitled to reciprocity under section 255 of the motor vehicle law of New York, and the State of New York hereby extends reciprocity to such corporations. I will be obliged if you will instruct the inspectors in the Automobile Bureau accordingly."

Thus the New Jersey Motor Truck Club is able to give a helping hand to New York truck owners in clearing up an awkward situation, and the New York organization also has extended to New York truck owners the privileges of its return loads bureau in looking for loads, and also its service in road and route information when travelling over the New Jersey roads, by phoning or calling at its headquarters, 22 Washington place, Newark.

THE TIMES DEMAND SPEED.

That's Why the Automobile Is Essential Carrier.

"Some one asked me how business was the other day," said George Stowe, head of the Mitchell New York company, "and I said 'Fine' and it's the truth, for we did more business and sold more cars last month than we did in the same month a year ago."

"Business is what you make it," is the slogan of our vice-president, Rueschaw, who in a recent interview said: "The one great thing that is going to help us win this war is speed, and the longer the war continues the more essential it will become. As an example, the telephone business is growing greater every day, night letters are being used more extensively; in fact, everything that calls for speed is and must be used more than ever before."

"In times like these speed counts. It is necessary to get back and forth with greater alacrity than ever; if carrying lines are more or less congested, trains have been taken off and railroad service cannot be relied upon. Motor and passenger car transportation is therefore more essential than ever, and it will continue to be so regardless of whether the mauling bee is over in six months or six years from now."

"Clear in mind the automobiles today are used for practical purposes and are put to heavy strains, and for that reason cars must be built to hold up under the wear and tear which they receive."

BIG CORPORATION IS 'MISSING LINK'

Will Furnish Commercial Bodies and Accessories to Manufacturers and Dealers.

The Commercial Motorbody Corporation, with executive offices at 50 East Forty-second street, has leased the former Studebaker plant No. 5 at Detroit, Mich., for use as a warehouse.

This corporation is developing a system of warehouses for commercial bodies and accessories. As rapidly as possible warehouses will be opened in the various cities where automobiles and trucks are manufactured to efficiently centralize the distribution of commercial bodies of all kinds as used by the motor trade.

The warehouse in Detroit covers approximately 50,000 square feet. It is conveniently located for the receiving and shipping of commercial bodies and accessories of every description, and is open for business now. Negotiations are under way to acquire similar plants in New York and Chicago, which will be added to the corporation's system by April 1. The corporation is rapidly expanding its operation with a view of fully meeting the needs of the trade and to this end will carry at all times a large and varied assortment of bodies, from the smallest slip on body to the heaviest self-dumping steel body.

The warehousing system eliminates the delay occasioned by the congestion of the railroads. It affords the manufacturer and dealer the opportunity of getting a single body or a thousand bodies at a moment's notice. Dealers and customers will thus receive better and quicker service, and increase efficiency in effecting sales by the automobile agencies and manufacturers.

The corporation's catalogue will be ready for distribution on or about April 1 and will show about 400 different styles of commercial bodies, giving the customer a variety to select from and place at his disposal a knowledge of just the kind of body best suited to his particular requirements.

Arrangements have been made with more than one hundred manufacturers,

THE LIBERTY MOTOR.

A Great Packard Achievement.

¶ The Packard Motor Car Company prior to the entrance of this country into the war spent two years developing aviation motors and finally evolved an all-steel cylinder type.

¶ The Packard Motor Car Company spent close to \$400,000 in this work.

¶ The Packard Motor Car Company in June, 1917, sent its chief engineer to Washington and the latter consulted with members of the French and English Commissions and Government officials on aviation needs.

¶ The Packard Motor Car Company's design of aviation motor was considered excellent in every way except in horse-power. The visiting experts said that greater horse-power was required with the same weight.

¶ The Packard Motor Car Company had a reason for designing the motor as submitted because the Government required so severe a test that probably only a motor of the weight per horse-power developed in the Packard engineering department could hope to pass it.

¶ The Packard Motor Car Company through its chief engineer learned from the visiting commissions that for war work endurance was secondary to speed, that the factors of safety previously fixed by Washington would have to be sacrificed perhaps by one-half in order to give the motor ability to drive the fighting planes at extreme speed if only for a brief time.

¶ The Packard Motor Car Company immediately had its chief engineer, with capable assistants redesign the motor in an apartment in the Willard Hotel in Washington. This work required six or seven days, and the engineers largely embodied in the new motor the engineering features developed during the two years of experiment work in Detroit.

¶ The Packard Motor Car Company withdrew its name so that the motor might be known as a national development, turned over the drawings and designs, together with its chief engineer and such members of the engineering staff as were deemed necessary, and put the facilities of its engineering department, its talents, tools, etc., at the Government's command, with the understanding that whatever was handed over should be returned for Packard's use and benefit after the war. The motor was called the "Liberty Motor."

¶ The Packard Motor Car Company deserves credit for the design and development of the "Liberty Motor."

thus assuring an adequate supply of bodies to meet all demands.

The officers of the corporation are: P. H. Patriarche, president and general manager; Charles M. Eaton, vice-president; Addison G. Brown, second vice-president and assistant general manager; A. P. B. Harraden, director of sales; O. A. Huener, assistant director of sales; J. M. Cunningham, director of finances and publicity; J. Greenway Bain, secretary, and its shareholders, being less than thirty in number, are men of the highest standing.

HIGH PERCENTAGE OF FORDS.

An indication of Ford popularity is well known in the State of Oregon. To November 1, 1917, the Oregon Registration of motor cars shows a total of 12,000 cars, of which 10,500 were Ford cars, making the Ford cars 87.5 per cent. of the total. Statistics show that there were registered in the State 1,000 new Ford pleasure cars and 250 new Ford commercial cars, making a total of 1,250 new Ford cars registered last year. Ford makes of cars are represented in the State registration and it is a noteworthy fact that the Ford cars consist of slightly over 25 per cent. of the total.

Overland

The Thrift Car



Efficiency for Him—Elegance for Her

Men find this Model 90 Sedan a constant help in business.

Its power, steadfast performance and protection against the weather add immeasurably to their personal efficiency.

Women find it meets their ideas of refinement, beauty and accommodations. Above all, this car is competent.

It is easy to handle, has narrow turning radius and electric control buttons conveniently on steering column.

Its powerful motor is economical with fuel.

With its 106-inch wheel-base, rear cantilever springs, large tires, non-skid rear and extra cushioned seats, it affords maximum comfort.

The windows drop into the sides of the body and doors and are adjustable.

The entire top and sides are decorated with gray and black striped cloth.

Success today is obtainable by doing more in less time.

This Model 90 Sedan helps your mind, spirit and body while it expedites your activities.

Appearance, Performance, Comfort, Service and Price

Light Four Model 90 Small Sedan, \$1240
Light Four Model 90 Sedan, \$1495
Light Four Model 90 Touring Car, \$1795

WILLIS-OVERLAND, INC.

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BRONX: 149th St. & Courtlandt Ave. Tel. Melrose 150
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In Ye Olden Days

The acme of luxury was supposed to be reached in the wonderful chaise of marvelous appointment and finish. For many generations each succeeding head of the CASE family has made pleasure and farm vehicles in a class by themselves. To-day the

CASE SIX CYLINDER AUTOMOBILES

the All-Feature Cars, stand as a monument to the name of "CASE"—the greatest of all their achievements in the vehicle line. THE NEW CASE SIX has every distinctive feature of refinements and comforts for the gentler sex, speed and performance for the driver, mechanically and artistically perfect, backed by the reliability of the name of CASE—foremost in the mechanical world for 76 years.

ALL SEASONS MODEL FAMILY MODEL SPORTS MODEL

It will be a pleasure to show them. Illustrated Folder mailed on request.

THE ALL-FEATURE CAR

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